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## Salem CEO to lead trade talks with Canada



Courtesy photo Bob Good, the founder and CEO of Good Leads of Salem, N.H., is the new president of the New England-Canada Business Council. Courtesy photo

**Bob Good** 

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# (http://www.eagletribune.com/newhampshire/x1344398946/Salem-CEO-to-lead-trade-talks-with-Cana-da)

### By John Toole

#### itoole@eagletribune.com (http://www.eagletribune.com)

SALEM, N.H. — The founder and CEO of a Salem company is on the front lines of U.S.-Canadian trade.

Bob Good will be in Concord today for a daylong trade forum that will focus on improving trade between the United States and the provinces of eastern Canada.

Good is the new president of the 300-member New England-Canada Business Council. He will be on a panel discussing the future of trade between the two countries.

These are good times for companies doing business across the border, Good said.

"It is a good time. I don't know when there is a bad time," he said.

Christopher Way, interim director of the New Hampshire Division of Economic Development, said Canada is consistently the Granite State's leading trading partner.

The border is within 200 miles of the state's manufacturing sectors and the

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primary export markets are Quebec and Ontario, which receive electrical and industrial machinery from New Hampshire, Way said.

Last year, New Hampshire's exports to Canada totaled \$652 million. The state's imports from Canada in 2011 totaled \$8 billion, with fossil fuel the primary import, he said.

Good knows all about it. His company, Good Leads, has been facilitating trade across the border for 10 years. He said he employs an experienced, veteran staff of 35 to 40 people with the business development firm.

When his election to a two-year term as council president was announced last month, Good said New England and Canada are more than neighbors, they are business partners.

"Our economic futures are tied to each other whether it's energy imports and exports or the commercialization of Canadian technology by New England-based companies," he said at the time.

There are good reasons for the trading relationship in Good's view.

"You can't discount proximity," Good said.

"There also is a long history of trusted relationships," he said.

Good will talk about ways businesses can interact across the border.

He likes the timing of the forum, too. This is a point in the year when companies are trying to meet their third- and fourth-quarter business targets, he said.

"This is a good time to get in front of customers," he said.

Trade with Canada is so important that Sen. Jeanne Shaheen announced Friday she will participate in today's forum. Shaheen plans to outline the economic benefits of increasing trade between the countries.

The forum is hosted by the New Hampshire secretary of state's office and the New Hampshire-Canadian Trade Council, a committee established by the Legislature.

State Rep. Raymond Gagnon of Claremont is the state council's clerk.

"Trade with Canada is very important," Gagnon said. "Working with our neighbors to the north, in the provinces of eastern Canada and the Maritimes, offers us an opporunity to grow our economy."

Just one example is a Quebec-owned company, Canam Steel Corp., that is providing well-paying jobs to New Hampshire residents in Claremont, Gagnon said.

Manufacturers in New Hampshire also are reliant on the ports of Montreal and Halifax, Gagnon said. "It is all interconnected."

Good said he was pleased by his election to head the New England council and looks forward to his term.

He said he wants to expand the Massachusetts-based group's outreach beyond the Interstate 495 area and increase membership.

He also advocates greater diversity for the business group.

"We've been energy centric," Good said.

Good said he wants to get more technology businesses involved with the council.

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